



workforce  
SOUTHWEST WASHINGTON

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**Registration open for April 17 Workforce Workshop  
to help businesses manage the generation gap in the workplace**

**Vancouver, Wash. (March 8, 2018)** — To help companies meet the challenges of managing several generations with different expectations and ideas, Workforce Southwest Washington (WSW) is holding a workshop for businesses on April 17 about “Managing the Generation Gap in the Workplace.”

The event will take place 7:45 a.m.-9:30 a.m. at the Ilani Casino Resort, 1 Cowlitz Way, Ridgefield, WA 98642.

Various topics will be addressed, including: defining the generations, stereotypes, strengths of each generation, dispelling myths & finding common ground, building cohesion through a culture of inclusion and first-hand experiences of companies that have successfully managed multiple generations.

There is no cost to attend, however, space is limited and registration is required. To register, go to [www.eventbrite.com](http://www.eventbrite.com) and search for “Workforce Southwest.”

For assistance or more information about workforce development programs for business, contact Cass Parker at [cparker@workforcesw.org](mailto:cparker@workforcesw.org) or 360.567.1076.

Workshops will be held every other month:

- June – Finding Employees in a tight labor market
- August – Tips & tricks for finding and keeping great workers
- October – When your best workers retire ... what do you do now?

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**Workforce Southwest Washington (WSW)**, a nonprofit organization founded in 2002, contributes to regional economic growth by providing investments and resources to improve the skills and education of the workforce in Clark, Cowlitz and Wahkiakum counties. WSW-funded programs operated by WorkSource and community-based organizations help businesses find and hire the employees they need and provide people with the skills, education and training to find work or advance in their careers. WSW collaborates with employers, community colleges and universities, labor groups, government and economic development agencies, high schools, nonprofits and community organizations. Learn more at [www.workforcesw.org](http://www.workforcesw.org).

*Serving businesses, job seekers and youth in Clark, Cowlitz and Wahkiakum counties.*